

justice in one's blood



**elite
impassioned
committed**

The title comes last.

Tennessee Williams (1911-1983)

justice in one's blood...

...MARK OF A SPECIAL AGENT

is the **working title** of the **Department of Justice Special Agent Recruitment Video**. It may or may not end up being the final title. But meanwhile it serves to embody the essential nature of the **Special Agent**. It is an image everyone associated with this project can turn to in order to faithfully and accurately tell the story of what it would be like to be part of this elite group of law enforcement officers.

Connect.

Elite corps of highly trained officers... Challenging cases... Service... Teamwork... Excellence... Courage... These features and values, emotional and exciting, are what draw suitable cadets. But they will have little impact unless viewers can connect with them.

Drama.

This program, this concept, lets viewers step into the shoes of Special Agents as they move around in the briefing rooms, in the field, at the bust.

Our dramatic approach allows viewers to see and feel what it's like to be Special Agents.

today's cadets

bits
bytes
binary

In order to appreciate our dramatic approach, we first need to explore the characteristics of our audience. Today's cadets are part of the **digital and MTV generation**.

They explore the world through CD-ROMS, DVD'S, IPODS, the computer and the Internet.

They devour story and content that is fast, involving, and constructed in multi-faceted ways. **They rather climb trees than utility poles.**

The VIDEO will prove to be as exciting and effective as a climbing a tree.

docudrama

A fictionalized story
of events based on fact.

justice in one's blood... MARK of a SPECIAL AGENT

tells a dramatic story about **four Special Agents** preparing for and carrying out a **BUST** of felon gang members of a drug/weapons cartel.

The **FOUR CHARACTERS** represent the broad **DIVERSITY** within the Department. Not only the ethnic diversity so vital to the Department's strength and effectiveness... but also the diversity of thoughts and feelings about the reasons why they became **SPECIAL AGENTS**.

The Truth is we've not really developed a fiction that can accommodate the full tumult, the zaniness and crazed quality of modern experience.

Saul Bellow, Writer

The

STRUCTURE

of the story.

The **narrative** will be told using 3 different video story-telling techniques:

- the **dramatization** of the bust. Think *CSI... NCIS... THE UNIT*.
- the **documentary-style** of having our characters reveal their feelings and emotions talking into the camera
- A voice-over **narrator**

As the PROGRAM progresses, we will employ these techniques interchangeably to tell the stories of our characters - and through them, the story of what it's like to be a SPECIAL AGENT.

But although the mix of techniques is very involving to the viewers, what makes the messages stick is the fact that there is a structure to everything we do...

| **STRUCTURE** to our CHARACTERS

| **STRUCTURE** to our STORY

CHARACTER STRUCTURE

In any good drama, characters are motivated externally and internally:

- **external motivations**

involve the pursuit of something visible. A goal. It's revealed through action and involves the plot. *Nabbing* the CARTEL MEMBERS is the outer motivation shared by all our characters.

At the same time, **EACH** of our characters is also motivated by their **pursuits of things within the Department.**

- **internal** motivations are invisible and related to character. **Values** that are important and particular to each individual. These are revealed through dialogue or narration.

EXTERNAL/INTERNAL motivations
of EACH CHARACTER

EXTERNAL

INTERNAL

Opportunity to work
statewide criminal
investigations

Teamwork... Commitment

Accelerated and equal
opportunity for every
Special Agent

Quality of Life... Service

Variety of HIGH IMPACT
ASSIGNMENTS

Excitement... Courage

Follow a CASE to THE END

Pride... Honor

STORY STRUCTURE

Compelling coverage of the bust, our characters revealing their thoughts and feelings while looking in the camera, and our narrator will provide the drama and information our recruits need to make their decisions. But although we interchange these elements, there will be, as Aristotle instructed... a beginning, a middle and an end.

Inspiration comes out of
the act of making an
artifact a work of craft.

Anthony Burgess, Writer

in the end... there is the future

justice in one's blood... the MARK of a SPECIAL AGENT

will be driven by:

the passion... the excitement... the pride... the honor
that **recruits** will experience as soon as they put
on their uniforms and pin on their badges.

**SPECIAL AGENTS with the ATTORNEY GENERAL'S OFFICE,
CALIFORNIA DEPARTMENT OF JUSTICE** is a **powerful
BRAND**, much like the Army and the Marines...

... a brand with a **proud history**...

... a brand symbolizing the **BEST of the BEST**.

There are **RECRUITS** out there ready to sign up. The
pens are in their hands. The applications in front
of them. Any uncertainty will be dashed soon after
viewing this program.

After 10 minutes, they will know that

they were born to do the job...

that it was simply --

justice in one's blood.